



# Breaking the Fake News Cycle

A Guide To Spotting  
Misinformation

# Context

People worldwide increasingly rely on social media to keep up with and share news and current events. It has transformed how we learn about the world around us, from how quickly breaking news reaches us to informing how we ultimately react or engage with it.

Social platforms like **Facebook** have also given people a soapbox for their opinions & experiences, expanding the different kinds of information we can access.



Unfortunately, bad actors are taking advantage of people's lack of awareness and sneaking false narratives into the daily deluge of information.

Considering so much of our lives revolve around the internet, we must be careful to share reliable and accurate information from credible sources and ensure those within our spheres of influence can do the same. It is confusing to differentiate between real and fake online, so we created this guide to help you learn and share ways to navigate the internet safely and smartly.

Learn more about safe digital practices by visiting [www.mydigitalworld.fb.com/mena/](http://www.mydigitalworld.fb.com/mena/).

# What is Misinformation?

We're up against **two kinds** of deceptive information online

- **Misinformation**  
which is false or misleading information
- **Disinformation**  
which is false or misleading information intended to cause harm or deceive

Malicious actors exploit people's emotions in many ways to keep the engine of misleading information running, such as:



**Attacks**



**Flattery, or deceptively inclusive language**



**Presenting evidence by using a kernel of truth out of context**



**Telling personal stories**

Be wary of any information that plays to your emotions.

**Pause and think** about what that information might be trying to do.



# Type of Online Deception

There are many different types of misleading information circulating online. It is essential to be aware of them to reduce their impact and longevity.

## 7 Common Types of Misleading Information

### 01 Satire

Satire is when you use a comedic point of view to comment on current events or other social topics to expose any absurdity. Used out of context, it can be misleading.

### 02 False Connection or 'Clickbait'

When sensational images or language are used to entice individuals to click on an article, only for them to realize that the content is questionable or unreliable.

### 03 Misleading Content

This is when true content is used misleadingly. It is often done by over-emphasizing certain aspects of the information without providing important nuance or omitting key details.

### 04 Imposter Content

This refers to false or misleading content designed to look like it is from a reputable organization or source but is not.

### 05 False Context

When true content is reframed or shared with false contextual information.

### 06 Manipulated Content

This refers to true content, including imagery, altered to deceive readers, like AI deep fakes or using Photoshop to edit photos.

### 07 Fabricated Content

This refers to 100% fake or false content, such as staged videos, made-up websites, and fabricated statements.



It's important to **evaluate sources of information** to ensure they are accurate, unbiased & supported by sound evidence.

# Spotting Fake News and Misinformation

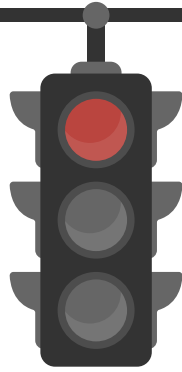
You have to be able to spot false information to stop it from spreading. However, with so much information around us, evaluating online sources can be overwhelming.

To develop valuable digital media literacy skills and be more informed about the content you engage with or disseminate, an excellent tool to use is the

## SIFT Strategy

**S****Stop****I****Investigate  
Source****F****Find Better  
Coverage****T****Trace**

## ○ Stop



When you first encounter a source or start reading information online, ask yourself:

Do I know the information source?  
Is it credible and reputable?

If you're not sure, **stop**.

## ○ Investigate Source

Briefly investigating an information's source can help you understand if it is credible enough to read or share. To be extra thorough, you may want to fact-check individual claims using the **8 Trust Indicators** by the Trust Project.

### 01 Expertise

Are the journalist and their source well-reputed and credible?

### 02 Labels

Is the story impartial or does it have a clear agenda or bias?

### 03 References

Has the journalist shared their sources? Is the story consistent with other articles?

### 04 Locally Sourced

Is the journalist fairly representing the voices of the local community?

### 05 Diversity

Does the article cover diverse perspectives and stakeholders?

### 06 Actionable Feedback

Does the news outlet allow you to provide feedback?

### 07 Methods

How was the story written, researched, and published?

### 08 Best Practices

Has a transparent and ethical fact-checking process been shared?



## ○ Find Better Coverage

Sometimes, it can be difficult to tell if an information's source is credible, but you may still want to know whether a particular claim is accurate.

Search online to see what other sources are saying. Have multiple media outlets reported the claim? Is there expert consensus?

This information will help you assess the trustworthiness of the claim.

## ○ Trace

Trace claims, quotes, & media back to the original source to confirm that the information has not been taken out of context or presented misleadingly.

This includes assessing how reputable the source, their references & research methods are.

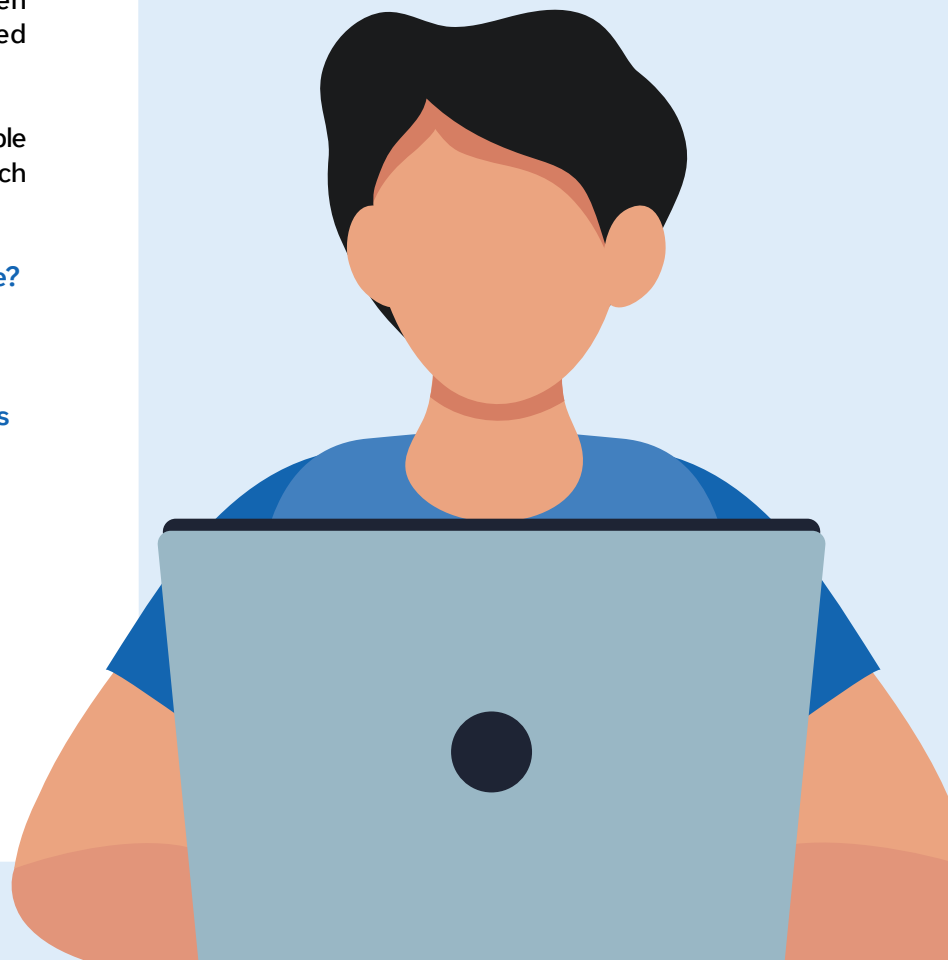
**Is the piece a news or opinion article?**

**Is it paid or sponsored?**

**Does it show diverse perspectives and voices / Does it detail its fact-checking process?**

With AI and deep fakes on the rise, it's equally important to be vigilant about verifying images or videos. Are you looking at the original piece of content? Who created it, and when? Where and why was it captured?

**Try to catch inconsistencies in the image or do a reverse image search to verify the source.**



# Reporting False News on Facebook

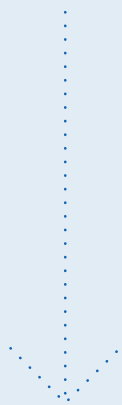
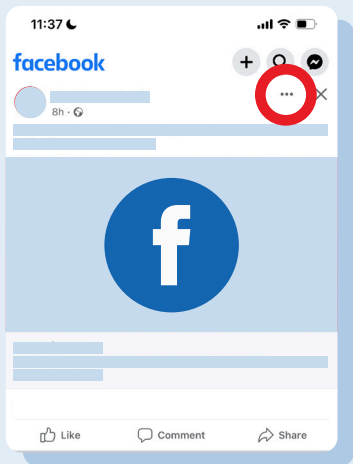
Meta's community standards firmly stand against the dissemination of misinformation & foster a digital environment that champions accuracy, truthfulness, & reliable information.

To learn more about our policies, please visit our [community standards page here](#).

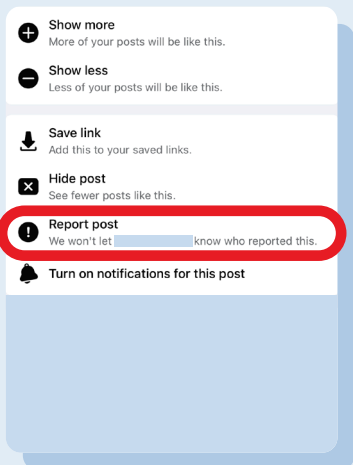
Any content that doesn't follow our community standards can be reported by:

## To Mark a Post as False News on Facebook

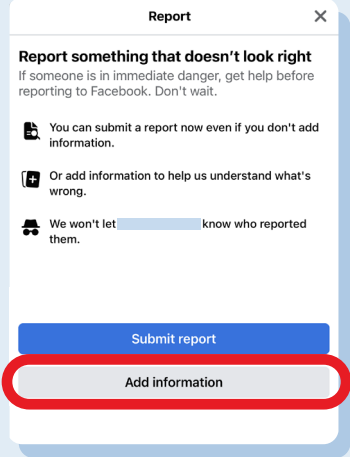
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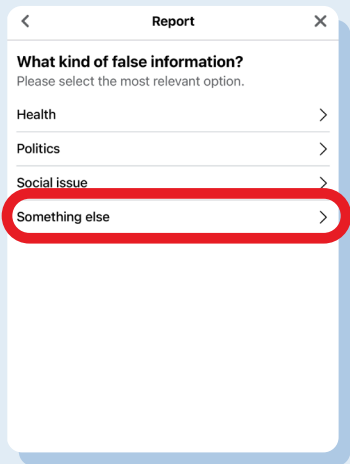
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# Reporting False News on Instagram

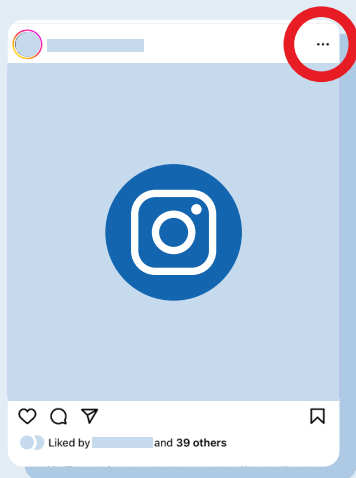
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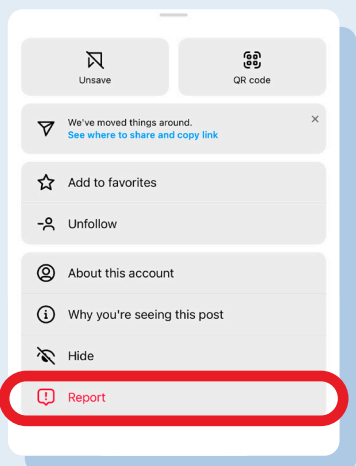
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1



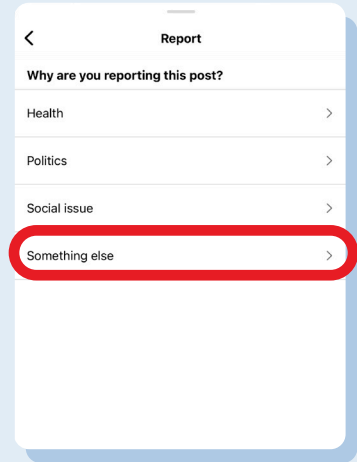
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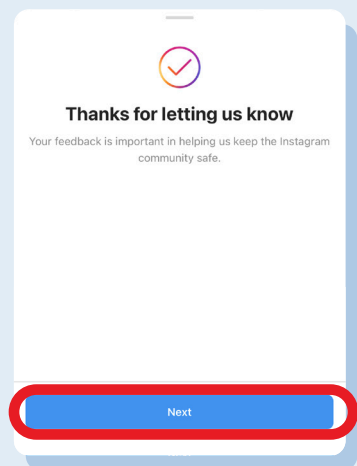
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# Breaking the Cycle of False News

## Thank you for reading our Media Literacy E-Manual.

Knowing how to vet online information is a vital skill in this day and age.

By working together, we can learn and inform others how to practice safe online behavior when consuming and circulating news.

Being more vigilant online will ensure we're not propagating false narratives that can hurt people & communities.

Keep developing your skills in appropriate, responsible and empowered use of technology by visiting [My Digital World](#). We work in partnership with experts across the Middle East and North Africa to provide accessible learning modules and resources to empower you in the digital world.

